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United States Patent [19]

Kaplan

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[54] NETWORK APPARATUS AND METHOD FOR PREVIEW OF MUSIC PRODUCTS AND COMPILATION OF MARKET DATA

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[*] Notice: This patent is subject to a terminal dis-

claimer.

[21] Appl. No.: 08/741,915

[22] Filed: Oct. 31, 1996

Related U.S. Application Data

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Field of Search _____ 235/462; 705/10.

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[57] ABSTRACT

A system for on-line user-interactive multimedia based point-of-preview. The system provides for a network web site and accompanying software and hardware for allowing users to access the web site over a network such as the internet via a computer. The user is uniquely identified to the web site server through an identification name or number. The hardware associated with the web site includes storage of discrete increments of pre-selected portions of music products for user selection and preview. After user salection, a programmable data processor selects the particular prerecorded music product from data storage and then transmits that chosen music product over the network to the user for preview. Subscriber selection and profile data (i.e. demographic information) can optionally be collected and stored to develop market research data. Since the system provides for multiple embodiments, the system contemplates previewing of audio programs such as music on compact discs, video programs such as movies and text from books and other written documents. Furthermore, it is contemplated that the network web site can be accessed from a publicly accessible kiosk, available, e.g. at a retail store location, or from a desk top computer.

18 Claims, 82 Drawing Sheets

